



CEO's Report

Wagg'le

Select Type

- ☒ Lapcat
- ☒ Lapdog

Gender

- ☒ Female
- ☒ Male

10.16K

Quantity of Lapdog

4.69

Lapdog Avg Rating

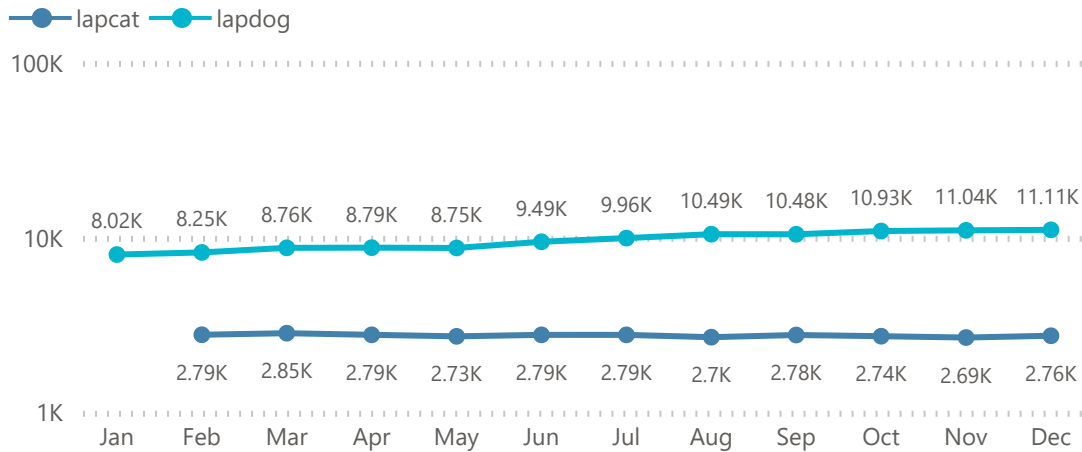
1000

Quantity of Lapcat

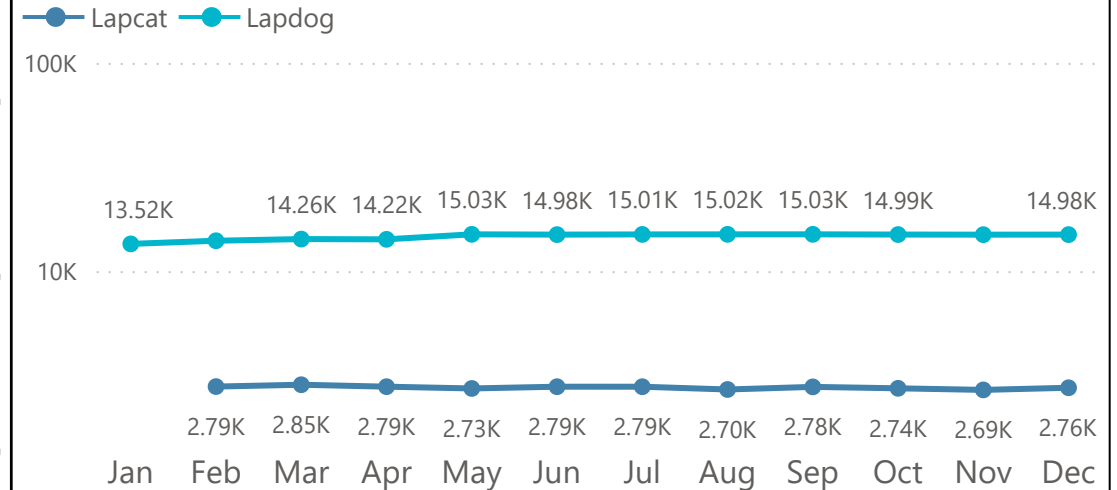
1.64

Lapcat Avg Rating

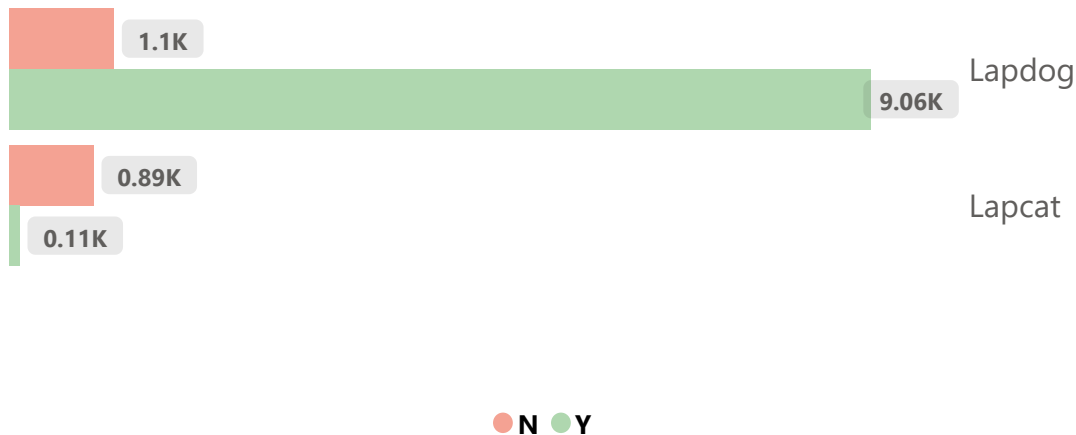
Avg. Steps of Lapdog Vs Lapcat on their first year of usage



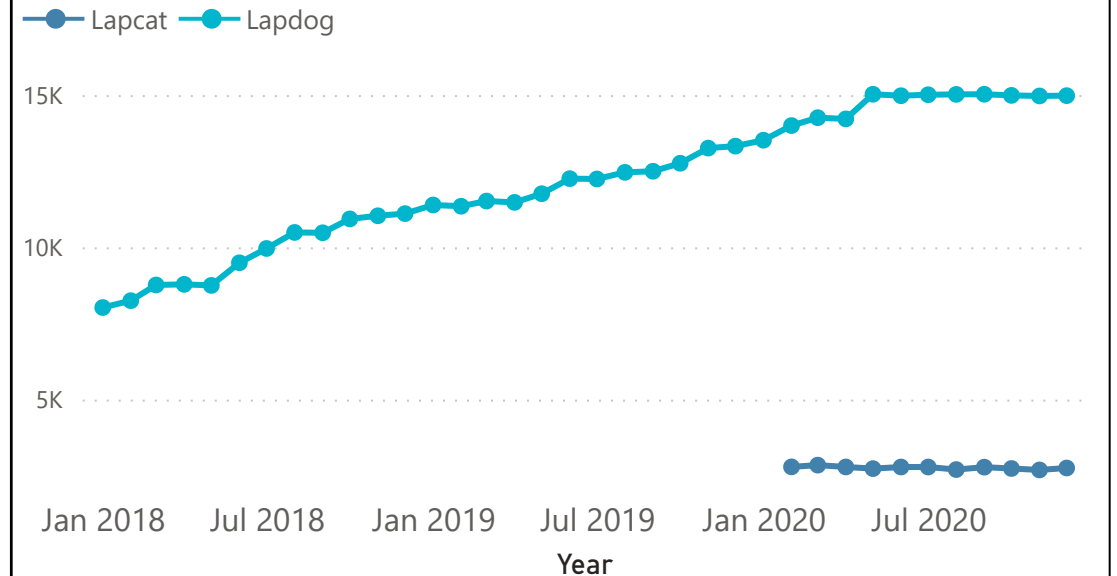
Avg. Steps Year 2020



Would You Recommend this Product?



Avg. Daily Steps Over Time



Show Only Cats

Showing Only
Dogs

Breed, Si... ▾

🔍 Search

- ☒ Select all
- ☒ Beagle
- ☒ Bernese
- ☒ Bichon Frise
- ☒ Bulldog
- ☒ Chow Chow
- ☒ Corgi
- ☒ Dachsund
- ☒ Dalmation
- ☒ German Sh...
- ☒ Golden Ret...
- ☒ Grey Hound
- ☒ Husky



10.16K

Amount of Pets

66.00

Avg. of Weight

6.92

Avg. of Age

108.04

Avg. Min. of Activity

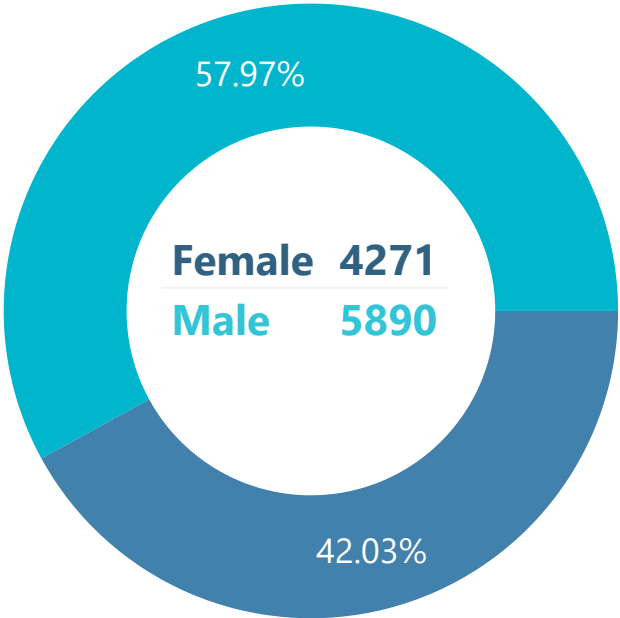
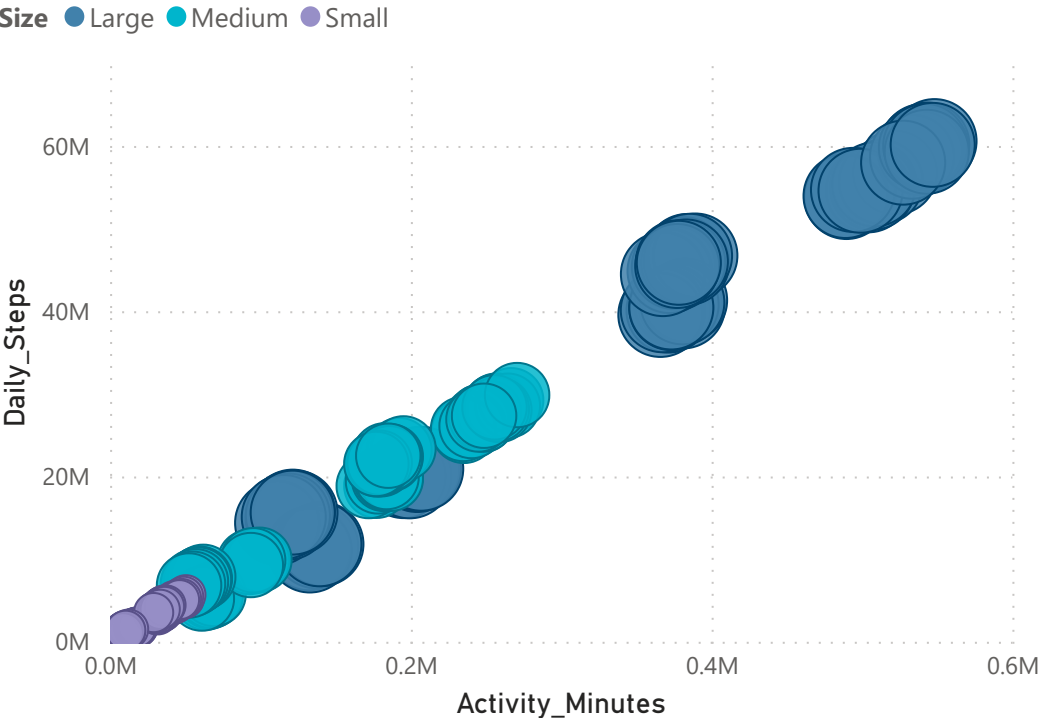
12.18K

Avg. Daily Steps

93.96

Avg. Heartrate BPM

Activity in Minutes and Daily Steps, By Avg. Weight, Heartrate (BPM) and Size





Golden...

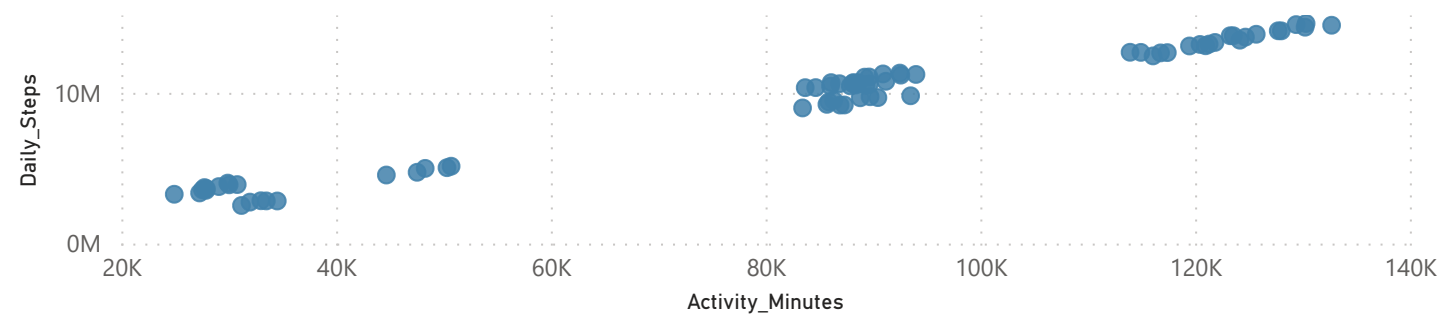
Large
Size

1524
Quantity

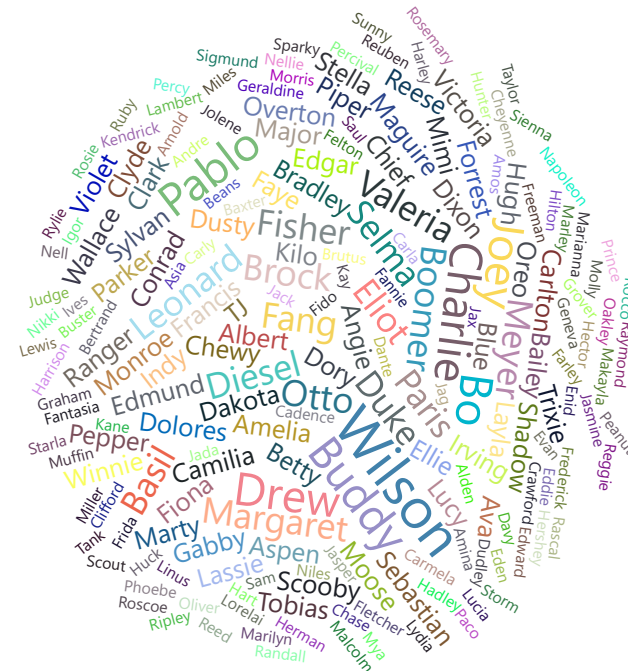
Waggle

State	Quantity	Avg. Activity Minutes	Average Daily Steps
California	176	108.12	12,227.06
Texas	149	107.71	12,148.56
Florida	124	107.74	12,165.61
New York	106	108.40	12,151.02
Ohio	64	107.53	12,145.67
Pennsylvania	58	107.72	12,216.12
District of Columbia	54	109.00	12,289.01
North Carolina	50	108.38	12,298.41
Virginia	48	107.34	12,215.76
Georgia	47	106.59	12,269.11
Colorado	39	107.85	12,052.19
Arizona	37	108.23	12,081.84
Louisiana	33	108.80	12,120.50
Minnesota	33	107.51	12,227.96
Alabama	31	107.44	12,104.69
Indiana	29	108.21	12,087.48
Nevada	29	107.52	12,113.49
Washington	29	108.37	12,125.91
Total	1524	108.01	12,181.52

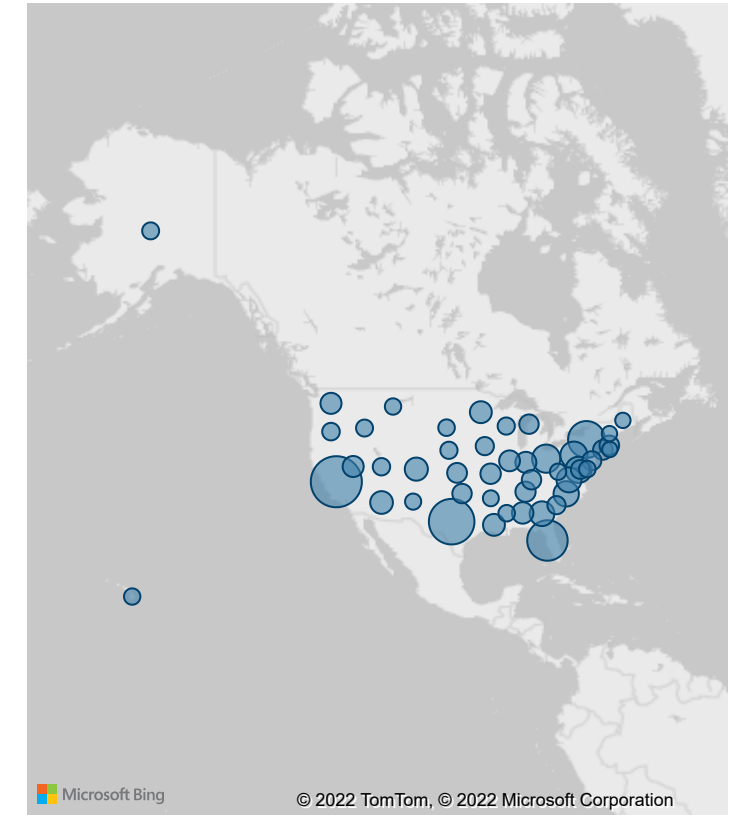
Activity_Minutes and Daily_Steps by Heartrate_BPM



Most used names for this Breed min. 2 uses



Amount of pets per state



Families Insight

Waggle

Select State or Dr...

Search

- ☒ Select all
- ☒ Alabama
- ☒ Alaska
- ☒ Arizona
- ☒ Arkansas
- ☒ California
- ☒ Colorado
- ☒ Connecticut
- ☒ Delaware
- ☒ District of Colum...
- ☒ Florida
- ☒ Georgia
- ☒ Hawaii
- ☒ Idaho
- ☒ Illinois
- ☒ Indiana
- ☒ Iowa
- ☒ Kansas
- ☒ Kentucky
- ☒ Louisiana
- ☒ Maine
- ☒ Maryland
- ☒ Massachusetts

5638

Families

19K

Total Pets

523.3...

Avg. Household Income

\$7.88K

Avg. Annual Pet Expenses

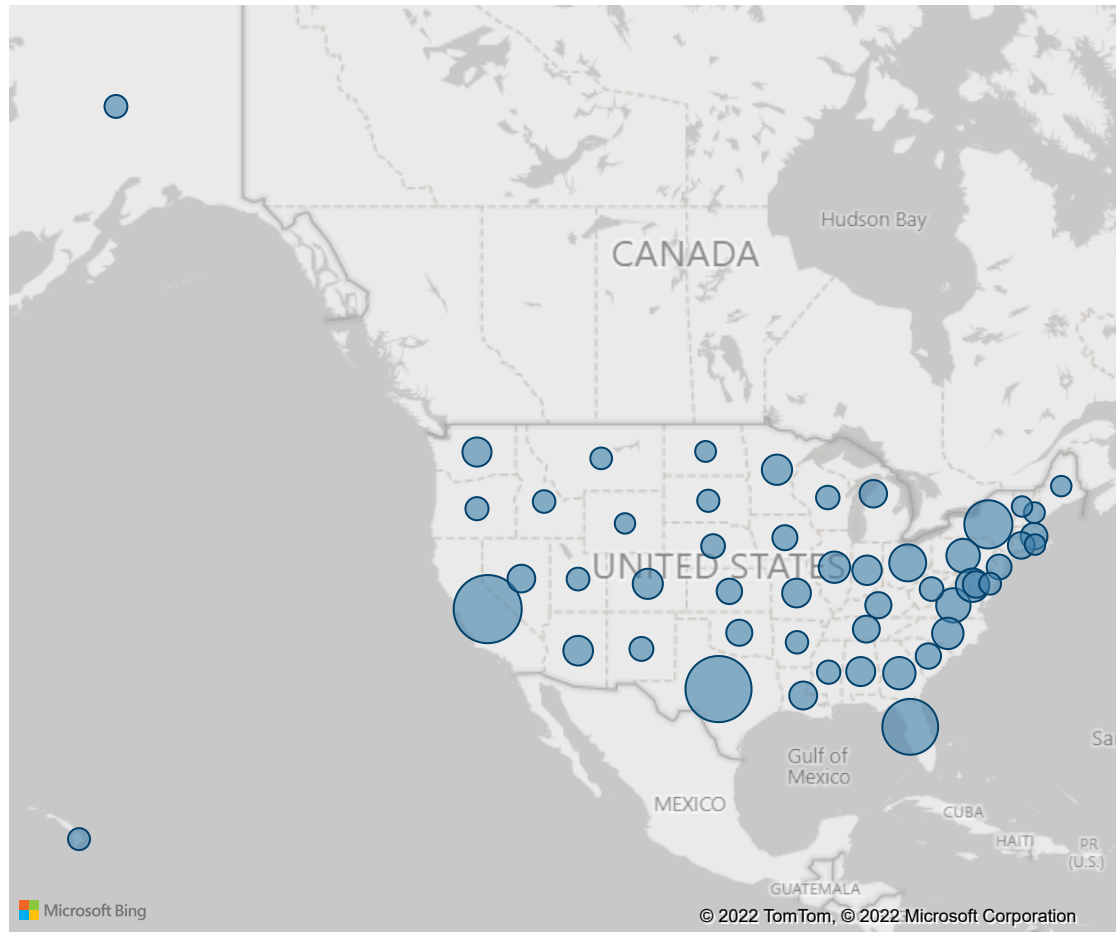
1.51%

Pct of income spent...

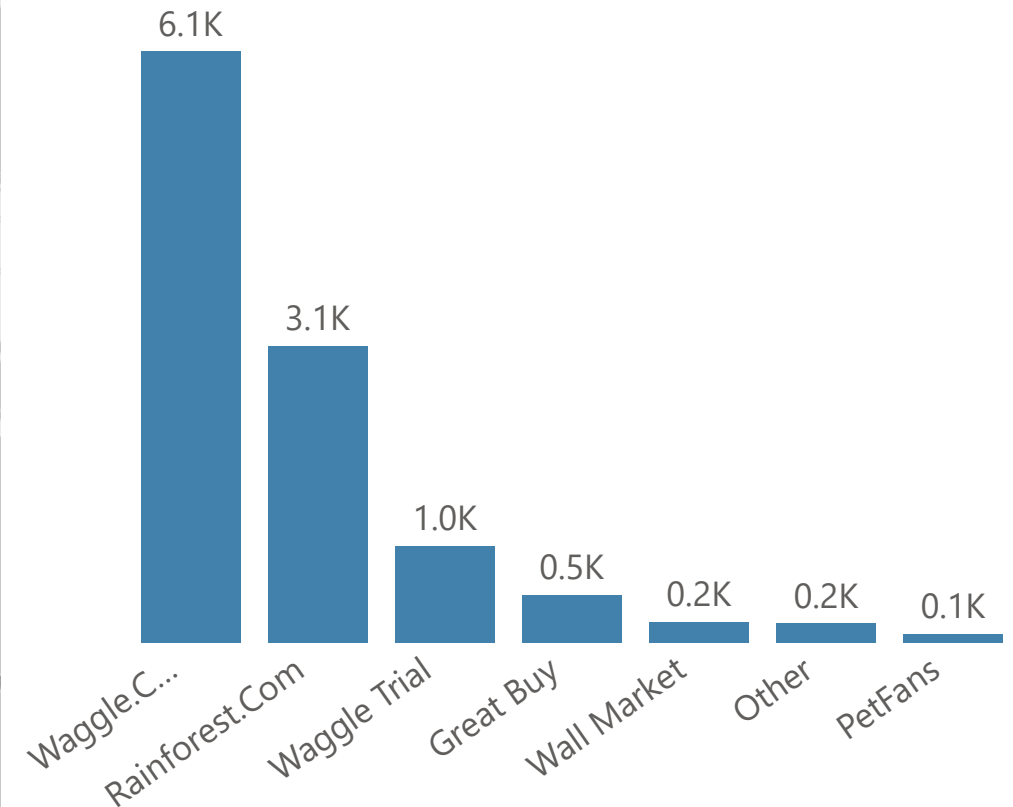
3.37

Avg. Pets Per House...

Quantity of Trackers by State



Quantity of Devices By Store



Where Did You Buy This Product?



State

Florida

Waggle

Device Ty...

All

City, Zip

- ☒ Boca Raton
- ☒ Bonita Spri...
- ☒ Boynton Be...
- ☒ Bradenton
- ☒ Brooksville
- ☒ Cape Coral
- ☒ Clearwater
- ☒ Daytona Be...

Rating

All

1/1/2018

12/31/2020

461

Families

1.57%

Avg. Pct of income spent on pets

3.46

Avg, number of Pets

\$8.15K

Average of Annual_Pet_Expenses

3.02

Average of Household_Size

518.80K

Average of Household_Income

Top Families that expend the most

Family_Name	Avg Amount	Pct of income spent on pets
Liddell	\$48,830.00	7.39%
Swiffan	\$46,955.00	6.23%
Limming	\$40,195.00	4.72%
Frankiewicz	\$39,660.00	8.26%
McKernon	\$39,535.00	5.04%
Total	\$39,225.20	5.60%

Total Pets and Device Rating over Household Income and Annual Pet Expenses

Rating ● 1 ● 2 ● 3 ● 4 ● 5

